

**WHAT IS CLAIMED IS:**

- 1 1. A method for use in an environment including a client device and an ad server, the method comprising:
  - 3 a) accepting document information, sourced from an application on the client device;
  - 5 b) determining at least one ad relevant to content of the document using at least the accepted document information; and
  - 7 c) sending the at least one ad determined to the client device.
- 1 2. The method of claim 1 wherein the act of determining at least one ad relevant to the content of the document further uses at least ad relevance information.
- 1 3. The method of claim 2 wherein the ad relevance information includes an ad concept.
- 1 4. The method of claim 1 wherein the document information is document relevance information.
- 1 5. The method of claim 1 wherein the document information is at least one concept of the content of the document.
- 1 6. The method of claim 1 wherein the document information is a document identifier.
- 1 7. The method of claim 6 wherein the act of determining at least one ad relevant to the content of the document includes
  - 3 i) using the document identifier to lookup document content relevance information, and
  - 5 ii) using the document content relevance information to determine at least one ad relevant to the content of the document.

1 8. The method of claim 1 wherein the document information includes document  
2 content.

1 9. The method of claim 1 wherein the application is a content requesting and  
2 rendering application.

1 10. The method of claim 1 wherein the application is a browser.

1 11. The method of claim 1 wherein the application is a browser plug-in.

1 12. The method of claim 1 wherein the application is a browser toolbar.

1 13. A method for use in an environment including a client device and a  
2 content-relevant ad server, the method comprising:

3 a) receiving, by the client device, a requested document including  
4 content;  
5 b) submitting, by the client device, a request for at least one  
6 content-relevant ad to the content-relevant ad server;  
7 c) receiving, by the client device, at least one content-relevant ad,  
8 sourced by the content-relevant ad server; and  
9 d) rendering, by the client device, at least one of the at least one  
10 content-relevant ad received.

1 14. The method of claim 13 wherein the request includes an identifier of the  
2 received document.

1 15. The method of claim 13 wherein the request includes content of the received  
2 document.

1 16. The method of claim 13 wherein the request includes concepts derived from  
2 the content of the received document.

- 1 17. The method of claim 13 further comprising:
  - 2 - extracting, by the client device, concepts from the content of the
  - 3 received document,
  - 4 wherein the request includes the concepts extracted by the client device.
- 1 18. The method of claim 13 wherein the act of rendering, by the client device, at least one of the at least one content-relevant ad received includes rendering the at least one of the at least one content-relevant ad in association with the content of the requested document.
- 1 19. The method of claim 13 further comprising:
  - 2 e) rendering, by the client device, the content of the document in a first window,
  - 3 wherein the at least one of the at least one content-relevant ad received is
  - 5 rendered in a second window.
- 1 20. The method of claim 19 wherein the second window is rendered over, and at least partially covers, the first window.
- 1 21. The method of claim 19 wherein the second window is rendered beneath the first window without covering any part of the first window.
- 1 22. The method of claim 19 wherein the second window is rendered adjacent to the first window.
- 1 23. The method of claim 13 wherein the request for at least one content-relevant ad is generated and sent by a browser application on the client device.
- 1 24. The method of claim 23 wherein the at least one of the at least one content-relevant ad received is rendered by the browser application.

1 25. The method of claim 13 wherein the request for at least one content-relevant  
2 ad is generated and sent by a browser plug-in on the client device.

1 26. The method of claim 25 wherein the at least one of the at least one  
2 content-relevant ad received is rendered by the browser plug-in.

1 27. The method of claim 13 wherein the request for at least one content-relevant  
2 ad is generated and sent by a browser toolbar on the client device.

1 28. The method of claim 27 wherein the at least one of the at least one  
2 content-relevant ad received is rendered by the browser toolbar.

1 29. The method of claim 13 further comprising:  
2 e) rendering content of the requested document,  
3 wherein the act of rendering content of the requested document is initiated  
4 before the act of submitting a request.

1 30. The method of claim 13 further comprising:  
2 e) rendering content of the requested document,  
3 wherein the act of rendering content of the requested document is  
4 completed before the act of submitting a request.

1 31. The method of claim 13 further comprising:  
2 e) rendering content of the requested document,  
3 wherein the act of rendering content of the requested document is initiated  
4 before the act of rendering at least one of the at least one content-relevant ad  
5 received is initiated.

1 32. The method of claim 13 further comprising:  
2 e) rendering content of the requested document,

3       wherein the act of rendering content of the requested document is  
4   completed before the act of rendering at least one of the at least one  
5   content-relevant ad received is initiated.

1   33. The method of claim 13 wherein the act of submitting a request for at least  
2   one content-relevant ad to the content-relevant ad server occurs before a request  
3   for the requested document.

1   34. The method of claim 13 wherein the act of submitting a request for at least  
2   one content-relevant ad to the content-relevant ad server occurs substantially  
3   concurrently with a request for the requested document.

1   35. The method of claim 13 further comprising:  
2       e) rendering, by the client device, the content of the document in a  
3       browser window,  
4       wherein the at least one of the at least one content-relevant ad received is  
5   rendered in the browser window.

1   36. The method of claim 13 further comprising:  
2       e) rendering, by the client device, the content of the document in a first  
3       part of a browser window,  
4       wherein the at least one of the at least one content-relevant ad received is  
5   rendered in a second part of the browser window, wherein the second part of the  
6   browser window shares no space with the first part of the browser window.

1   37. The method of claim 36 wherein the second part of the browser window is a  
2   browser chrome part of the browser window.

1   38. The method of claim 36 wherein the second part of the browser window is a  
2   browser toolbar.

1 39. The method of claim 36 further comprising:  
2 f) rendering browser chrome in a third part of the browser window.

1 40. The method of claim 39 wherein the third part of the browser window is  
2 arranged between the first and second parts of the browser window.

1 41. The method of claim 39 wherein the second part of the browser window is  
2 arranged between the first and third parts of the browser window.

1 42. Apparatus, for use in an environment including a client device and an ad  
2 server, the apparatus comprising:  
3 a) an input for accepting document information, sourced from an  
4 application on the client device;  
5 b) means for determining at least one ad relevant to content of the  
6 document using at least the accepted document information; and  
7 c) means for sending the at least one ad determined to the client device.

1 43. The apparatus of claim 42 wherein the means for determining at least one  
2 ad relevant to the content of the document further uses at least ad relevance  
3 information.

1 44. The apparatus of claim 43 wherein the ad relevance information includes an  
2 ad concept.

1 45. The apparatus of claim 42 wherein the document information is document  
2 relevance information.

1 46. The apparatus of claim 42 wherein the document information is at least one  
2 concept of the content of the document.

1 47. The apparatus of claim 42 wherein the document information is a document  
2 identifier.

1 48. The apparatus of claim 47 wherein the means for determining at least one  
2 ad relevant to the content of the document includes  
3                   i) means for looking up document content relevance information  
4                   using the document identifier; and  
5                   ii) means for determining at least one ad relevant to the content of  
6                   the document using the document content relevance information.

1 49. The apparatus of claim 42 wherein the document information includes  
2 document content.

1 50. The apparatus of claim 42 wherein the application is a content requesting  
2 and rendering application.

1 51. The apparatus of claim 42 wherein the application is a browser.

1 52. The apparatus of claim 42 wherein the application is a browser plug-in.

1 53. The apparatus of claim 42 wherein the application is a browser toolbar.

1 54. Apparatus, residing on a client device, for use in an environment including a  
2 content-relevant ad server, the apparatus comprising:  
3                   a) means for submitting a request for at least one content-relevant ad to  
4                   the content-relevant ad server;  
5                   b) an input for receiving  
6                   i) a requested document including content, and  
7                   ii) at least one content-relevant ad, sourced by the content-relevant  
8                   ad server; and

9           c) means for rendering at least one of the at least one content-relevant ad  
10           received.

1    55. The apparatus of claim 54 wherein the request includes an identifier of the  
2    received document.

1    56. The apparatus of claim 54 wherein the request includes content of the  
2    received document.

1    57. The apparatus of claim 54 wherein the request includes concepts derived  
2    from the content of the received document.

1    58. The apparatus of claim 54 further comprising:  
2           - means for extracting concepts from the content of the received  
3           document,  
4           wherein the request includes the concepts extracted by the client device.

1    59. The apparatus of claim 54 wherein the means for rendering at least one of  
2    the at least one content-relevant ad received renders the at least one of the at  
3    least one content-relevant ad in association with the content of the requested  
4    document.

1    60. The apparatus of claim 54 further comprising:  
2           e) means for rendering the content of the document in a first window,  
3           wherein the at least one of the at least one content-relevant ad received is  
4    rendered in a second window.

1    61. The apparatus of claim 60 wherein the second window is rendered over, and  
2    at least partially covers, the first window.

1 62. The apparatus of claim 60 wherein the second window is rendered beneath  
2 the first window without covering any part of the first window.

1 63. The apparatus of claim 60 wherein the second window is rendered adjacent  
2 to the first window.

1 64. The apparatus of claim 54 wherein the means for submitting the request for  
2 at least one content-relevant ad is a browser application on the client device.

1 65. The apparatus of claim 64 wherein the means for rendering is the browser  
2 application.

1 66. The apparatus of claim 54 wherein the means for submitting the request for  
2 at least one content-relevant ad is a browser plug-in on the client device.

1 67. The apparatus of claim 66 wherein the means for rendering is the browser  
2 plug-in.

1 68. The apparatus of claim 54 wherein the means for submitting the request for  
2 at least one content-relevant ad is a browser toolbar on the client device.

1 69. The apparatus of claim 68 wherein the means for rendering is the browser  
2 toolbar.

1 70. The apparatus of claim 54 further comprising:  
2       e) means for rendering content of the requested document,  
3       wherein the means for rendering initiates rendering content of the  
4       requested document before the means for submitting submits a request.

1 71. The apparatus of claim 54 further comprising:  
2       e) means for rendering content of the requested document,

3        wherein the means for rendering completes rendering content of the  
4    requested document before the means for submitting submits a request.

1    72. The apparatus of claim 54 further comprising:

2        e) means for rendering content of the requested document,  
3        wherein the rendering of content of the requested document is initiated  
4    before the rendering of at least one of the at least one content-relevant ad  
5    received is initiated.

1    73. The apparatus of claim 54 further comprising:

2        e) means for rendering content of the requested document,  
3        wherein the rendering of content of the requested document is completed  
4    before the rendering of at least one of the at least one content-relevant ad  
5    received is initiated.

1    74. The apparatus of claim 54 wherein the submission of a request for at least  
2    one content-relevant ad to the content-relevant ad server occurs before a request  
3    for the requested document.

1    75. The apparatus of claim 54 wherein the submission of a request for at least  
2    one content-relevant ad to the content-relevant ad server occurs substantially  
3    concurrently with a request for the requested document.

1    76. The apparatus of claim 54 further comprising:

2        e) means for rendering the content of the document in a browser window,  
3        wherein the at least one of the at least one content-relevant ad received is  
4    rendered in the browser window.

1    77. The apparatus of claim 54 further comprising:

2        e) means for rendering the content of the document in a first part of a  
3    browser window,

4        wherein the at least one of the at least one content-relevant ad received is  
5    rendered in a second part of the browser window, wherein the second part of the  
6    browser window shares no space with the first part of the browser window.

1    78. The apparatus of claim 77 wherein the second part of the browser window is  
2    a browser chrome part of the browser window.

1    79. The apparatus of claim 77 wherein the second part of the browser window is  
2    a browser toolbar.

1    80. The apparatus of claim 77 further comprising:

2        f) means for rendering browser chrome in a third part of the browser  
3        window.

1    81. The apparatus of claim 80 wherein the third part of the browser window is  
2    arranged between the first and second parts of the browser window.

1    82. The apparatus of claim 80 wherein the second part of the browser window is  
2    arranged between the first and third parts of the browser window.